

**Listing of claims:**

1. (Currently amended) A method for providing shortcuts in a mobile electronic device, the method comprising:

providing an application neutral shortcut application, wherein the application neutral shortcut application is independently accessible from user applications of the mobile device, wherein the application neutral shortcut application includes a user interface that is independently accessible from the user applications of the mobile device, wherein the user interface includes a list of editable shortcuts associated with the user applications of the mobile device, wherein the user interface includes a shortcut tag type indication associated with each of the editable shortcuts that indicates the type of shortcut tag for accessing a target of one of the applications of the mobile device;

providing linking the application neutral shortcut application to a collective application neutral shortcut data store that maintains shortcut data for a plurality of application types, wherein the shortcut data store includes is configurable to include a lookup table that links includes a plurality of different shortcut tag types to associated with different types of targets, wherein the targets comprise application targets and content targets;

monitoring user inputs to the mobile electronic device from a the application neutral shortcut application;

determining whether the user input is a shortcut input, wherein the shortcut input comprises a shortcut tag associated with a application neutral shortcut application, and further wherein the shortcut tag corresponds to a shortcut target in the lookup table of the collective application neutral shortcut data store;

locating the shortcut target in the lookup table based on the shortcut tag when the user input is a shortcut input;

executing the application of the mobile electronic device associated with the target when the located shortcut target is an application; and

executing the application of the mobile electronic device associated with the target and automatically opening the content data when the shortcut target is a content target.

2. (Previously presented) The method of Claim 1, wherein the types of targets include at least one selected from a group comprising: telephone numbers, email addresses, uniform resource locators (URLs), and contact cards.

Claims 3-5 (Cancelled)

6. (Previously presented) The method of Claim 1, wherein the shortcut input comprises more than one type.

7. (Previously presented) The method of Claim 6, wherein the types of shortcut input include at least one selected from a group comprising: a speed dial input, a voice input, a menu item selection input, and an icon selection input.

Claims 8-10 (Cancelled)

11. (Currently amended) A computer-readable storage medium having computer-executable instructions for performing steps comprising:

providing an application neutral shortcut application, wherein the application neutral shortcut application is independently accessible from user applications of the mobile device, wherein the application neutral shortcut application includes a user interface that is independently accessible from the user applications of the mobile device, wherein the user interface includes a list of editable shortcuts associated with the user applications of the mobile device, wherein the user interface includes a shortcut tag type indication associated with each of the editable shortcuts that indicates the type of shortcut tag for accessing a target of one of the applications of the mobile device;

providing linking the application neutral shortcut application to a collective application neutral shortcut data store that maintains shortcut data for a plurality of application types, wherein the shortcut data store includes is configurable to include a lookup table that links

includes a plurality of different shortcut tag types ~~to associated with~~ different types of targets, wherein the targets comprise application targets and content targets;

monitoring user inputs to the mobile electronic device from a the application neutral shortcut application;

determining whether the user input is a shortcut input, wherein the shortcut input comprises a shortcut tag associated with a application neutral shortcut application, and further wherein the shortcut tag corresponds to a shortcut target in the lookup table of the collective application neutral shortcut data store;

locating the shortcut target in the lookup table based on the shortcut tag when the user input is a shortcut input;

executing the application of the mobile electronic device associated with the target when the located shortcut target is an application; and

executing the application of the mobile electronic device associated with the target and automatically opening the content data when the shortcut target is a content target.

12. (Previously presented) The computer-readable medium of Claim 11, wherein the types of targets include at least one selected from a group comprising: telephone numbers, email addresses, URLs, and contact cards.

Claims 13-15 (Cancelled)

16. (Previously presented) The computer-readable medium of Claim 11, wherein the shortcut input comprises more than one type.

17. (Previously presented) The computer-readable medium of Claim 16, wherein the types of shortcut input include at least one selected from a group comprising: a speed dial input, a voice input, a menu item selection input, and an icon selection input.

Claims 18-20 (Cancelled)

21. (Currently amended) A method for providing shortcuts in a mobile electronic device, the method comprising:

providing an application neutral shortcut application, wherein the application neutral shortcut application is independently accessible from user applications of the mobile device, wherein the application neutral shortcut application includes a user interface that is independently accessible from the user applications of the mobile device, wherein the user interface includes a list of editable shortcuts associated with the user applications of the mobile device, wherein the user interface includes a shortcut tag type indication associated with each of the editable shortcuts that indicates the type of shortcut tag for accessing a target of one of the applications of the mobile device;

providing linking the application neutral shortcut application to a collective application neutral shortcut data store that maintains shortcut data for a plurality of application types, wherein the shortcut data store includes is configurable to include a lookup table that links includes a plurality of different shortcut tag types to associated with different types of targets, wherein the targets comprise application targets and content targets, wherein the content targets include a target to content data within an application that is navigatable to after the initial launch of the application, wherein the shortcut tag types include at least one member of a group comprising: a speed dial shortcut tag and a voice shortcut tag;

monitoring user inputs to the mobile electronic device from a the application neutral shortcut application;

determining whether the user input is a shortcut input, wherein the shortcut input comprises a shortcut tag associated with a application neutral shortcut application, and further wherein the shortcut tag corresponds to a shortcut target in the lookup table of the collective application neutral shortcut data store;

locating the shortcut target in the lookup table based on the shortcut tag when the user input is a shortcut input;

executing the application of the mobile electronic device associated with the target when the located shortcut target is an application; and

executing the application of the mobile electronic device associated with the target and automatically opening the content data when the shortcut target is a content target.

22. (Previously presented) The method of Claim 21, wherein the content data includes at least one selected from a group comprising: a telephone number, an email address, a URLs, and a contact card.

Claims 23-25 (Cancelled)

26. (Previously presented) The method of Claim 21, wherein the shortcut input comprises more than one type.

27. (Previously presented) The method of Claim 26, wherein the types of shortcut input include at least one selected from a group comprising: a speed dial input, a voice input, a menu item selection input, and an icon selection input.

Claims 21-30 (Cancelled)

31. (Currently amended) A mobile electronic device having an application neutral shortcut data store that maintains shortcut data for a plurality of application types, comprising:  
means for providing an application neutral shortcut application, wherein the application neutral shortcut application is independently accessible from user applications of a mobile device, wherein the application neutral shortcut application includes a user interface that is independently accessible from the user applications of the mobile device, wherein the user interface includes a list of editable shortcuts associated with the user applications of the mobile device, wherein the user interface includes a shortcut tag type indication associated with each of the editable shortcuts that indicates the type of shortcut tag for accessing a target of one of the applications of the mobile device;

means for providing shortcuts to a plurality of targets in a lookup table of the application neutral shortcut data store that maintains shortcut data for a plurality of application types, wherein the lookup table includes a plurality of shortcut tag types associated with different types of targets, and further wherein the targets comprise application targets and content targets, wherein the shortcut tag types include at least one member of a group comprising: a speed dial shortcut tag and a voice shortcut tag;

means for monitoring user input to the mobile electronic device from a the application neutral shortcut application;

means for determining whether the user input is a shortcut input, wherein the shortcut input comprises a shortcut tag, and further wherein the shortcut tag corresponds to a shortcut target in the lookup table;

means for locating the shortcut target in the lookup table based on the shortcut tag; and

means for executing the application of the mobile device associated with the target, wherein the content is accessed when the located shortcut target is a content target.

32-39 (Cancelled)